CHARGE NUMBER: 2100

PROJECT TITLE: NEW PRODUCT INNOVATIONS

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PERIOD COVERED: OCTOBER, 1985

I. Project Vanguard

Objective:

To develop a consumer acceptable nonburning smoking article.

Status:

Electric Cigarette: Blend and Flavor testing in progress.

Piezoelectircs: Initial subjective tests initiated.

Swept Device: Six variations of cylinderical tubes with absorptive surfaces for flavor evolution are being used for flavor screening.

Plans:

Increase effort on swept devices:

a. patent implications
b. support Flavor Development efforts
c. collaborative efforts with other divisions
d. optimize article design

II. New Package Designs

Objective:

To develop new and novel package designs.

Status:

Plastic Packs: Cigarettes received for extended use test by small internal panel. Additional packs ordered for more extensive testing. Small thermo forming device ordered for material evaluations including biodegradability.

Cricket Box: Samples of foil box, either polylaminated with tear string or foil overwrapped with center tear tape, have been shipped to Market Research for testing.

Pack Sealing: A test to determine the most desirable degree of pack sealing is being designed. Test includes packs of various Imps values, from production norm to hermetically sealed. Test to be conducted in conjunction with Packaging Studies, Flavor Development, and Analytical Research.

Plans:

Internal testing of plastic packs	December, 1985
Pack sealing test	February, 1986

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Source: https://www.industrydocuments.ucsf.edu/docs/tggm0000

III. Project Premium

Objective:

Develop a cigarette which will be perceived by the consumer as a premium product both in appearance and taste.

Status:

Initial cigarette parameters have been established and are being further developed in conjunction with Blend and Flavor Development groups.

Plans:

Develop "Premium" cigarette designs with regards to appearance of tipping and cigarette papers. These models will be utilized by P.E.D. in their concept and focus group evaluations of a premium cigarette product (January, 1986).

IV. Dual-Rod Program

Objective:

To develop a cigarette product with dual-rod systems for enhanced taste/impact and unique flavor delivery profiles.

Status:

Cigarette models made with the dual-rod concept at the full flavor tar level are being analyzed for tar profiles. The initial subjectives of these models look promising with respect to first puff enhancement.

Plans:

Development of a cigarette at the 5-6 mg range with enhanced taste/impact on the first few puffs is continuing. These will be further evaluated on the internal panels.

V. Microencapsulation:

Objective:

To develop the processing and product encapsulation technology for use in Philip Morris products.

Status:

H_2O encapsulation: Evaluations continuing on stability studies of large (400-500μ) H_2O capsules. OV's will be monitored on packs which incorporate these capsules on foil innerwrap at desert conditions.

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Microencapsulation Cont'd:

"Scratch & Sniff": Developing in house technology to produce small, < 50μ, gelatin wall flavor capsules to be applied or coated on paper as in the "scratch & sniff" concept.

Crushable microcapsules: Southwest Research Institute will attempt to reformulate crushable capsules without carrageenan.

Plans:

In house encapsulation technology is on-going.

Develop working cigarette models utilizing the crushable capsules in filter designs for focus group evaluations.

VI. Flavor Dot

Objective:

To develop a filter flavor release system, with or without a unique end appearance.

Status:

Various filter configurations ordered from Filtrona incorporating an increased flavor solution loading.

Flavor solutions employing new PVA formula and increased menthol concentration are being tested.

Plans:

Evaluate second generation models incorporating increased flavor loading	November, 1985
Accelerated aging studies	December, 1985
Evaluate flavors other than menthol	Continuous
Menthol consumer testing	1st Qtr., 1986

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